



JAEGER-LECOULTRE PAYS TRIBUTE TO CINEMA AND TALENT AT THE SHANGHAI INTERNATIONAL FILM FESTIVAL

On June 16th, fine watchmaking brand Jaeger-LeCoultre celebrated the opening of the Shanghai International Film Festival. Coinciding with the 185th anniversary of the Jaeger-LeCoultre Manufacture, this year guests were allowed a glimpse into the brand's past. Thanks to a simultaneous exhibition full of history and a Gala Dinner, cinema and craftsmanship came together right before our eyes. After eight years of partnership with the festival, for the very first time, the *Glory to the Filmmaker Award* was presented by Catherine Rénier, CEO of Jaeger-LeCoultre. This year, the award is in honor of the talented actress and director Joan Chen. Mr. Jing Boran, Mrs. Ni Ni and other friends of the brand, illuminated the festival and shared their passion for Cinema.

An exceptional rendezvous between high-watchmaking and Cinema

For the eighth consecutive year partnering with the festival, Jaeger-LeCoultre organized a Gala Dinner at the Expo I-Pavilion, to reward the creativity of film directors who have made breakthroughs in Chinese cinematics. Since 2007, Jaeger-LeCoultre has worked closely with the Venice International Film Festival and initiated the *Glory to the Filmmaker Award*, honoring filmmakers who have brought outstanding innovation to filmmaking. This year, the Jaeger-LeCoultre *Glory to the Filmmaker Award* made its debut appearance at the Shanghai International Film Festival, paying tribute to Chinese filmmakers. During the Gala Dinner, Catherine Rénier, CEO of Jaeger-LeCoultre was pleased to announce that the *Glory to the Filmmaker Award* would be conferred on the distinguished director, Joan Chen. As a remarkable example of Chinese filmmakers, Joan Chen has been devoted to promoting the development of Chinese films. This very symbolic award, aims to honor filmmaker's for their extraordinary achievements and symbolizes shared values and vision with those of fine watchmaking.

A unique piece, donated to safeguard cinematographic heritage

During the 21st Shanghai International Film Festival, Jaeger-LeCoultre hosted a charity auction at the Expo I-Pavilion, with the goal of safeguarding cinematographic heritage. Guests from all over the world gathered in Shanghai, witnessing this momentous occasion. For this significant event, Jaeger-LeCoultre donated a unique *Rendez-Vous Night & Day Tribute to Cinema* timepiece, made with a great deal of enthusiasm and energy by the watchmakers of the Vallée de Joux in Switzerland. The auction piece is a one-of-a-kind watch with a diamond-set, rose gold case and an elegant red dial. The starry Night & Day indicator perfectly incarnates femininity and manifests Jaeger-LeCoultre's shared passion for cinema. Its bezel set with diamonds and its intense sun rayed dial sumptuously pay tribute to Cinema.

Chinese film restoration is one of the major ventures between Jaeger-LeCoultre and the Shanghai International Film Festival. For several years, Jaeger-LeCoultre has been devoted to film restoration in an effort to preserve its heritage. More than ten classic films have been successfully restored through 4K technology, including *A Better Tomorrow*, *Love Without End* and *Stage Sisters*. Following the restoration of *Painting Soul*, Jaeger-LeCoultre and the Shanghai International Film Festival jointly announced their latest project.



Rediscovering 185 years of history through exceptional pieces

To commemorate its 185th anniversary, Jaeger-LeCoultre held a brand exhibition to present the history of the Manufacture. Some of the most iconic pieces created during the 185 years of existence were presented in Shanghai, retracing the history of the “Métiers Rares” and the historical know-how acquired by the watchmakers of the Grande Maison.

The brands' new collection *Jaeger-LeCoultre Polaris*, the famous *Master* and *Reverso* collections were also part of the exhibition. Antique pieces traveled all the way from the Manufacture in the Vallée de Joux, Switzerland, to be amongst the fortunate viewers in Shanghai.

The Jaeger-LeCoultre Manufacture

We were born in La Vallée de Joux in the Swiss mountains in 1833.

Since day one, each watch, from the calibre to the case, is designed, made and assembled in our Manufacture by our master watchmakers. It demands inventiveness, determination, hard work and courage. How long it takes is irrelevant. What matters is how long it will last. This is the maker spirit.

www.jaeger-lecoultre.com